

**Suggested Answers (Section A: AVT)**  
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<p>RP1: identify one feature of the poster which you found effective for the current target audience, giving two reasons to support your view</p>	<p><b>Image</b></p> <ul style="list-style-type: none"> <li>-Cartoon image would appeal to primary school students as they like friendly, familiar animated characters</li> <li>-Smiley expression</li> </ul> <p><b>Text</b></p> <ul style="list-style-type: none"> <li>-4 Steps: Simple words that are clear, straight to the point &amp; easy for primary school students to comprehend</li> <li>-Use of simple instructions (simple action / verb at the start of each step eg. Wash, use, reduce): Easy for them to follow the basic instructions</li> <li>-Save 9 litres of water: Use of numbers (very specific) will give the primary school students an idea of how their simple effort or action can make a huge difference</li> <li>-Link provided at the bottom of the poster: Allow primary school students to learn more about water conservation should they want to learn more about it</li> </ul> <p><b>Layout / Composition</b></p> <ul style="list-style-type: none"> <li>-Plain / simple with no frills; neat</li> </ul>
<p>RP2: suggest how one feature of the poster may not be effective for the new target audience, giving two reasons to support your view</p>	<p><b>Image</b></p> <ul style="list-style-type: none"> <li>-Cartoon image could be too childish for secondary school students</li> <li>-Illogical &amp; unrelatable images: the various ways the “water droplet” use water. Give the impression that water conservation is not to be taken seriously</li> </ul> <p><b>Text</b></p> <ul style="list-style-type: none"> <li>-Instructions given only relate to activities done at home, which may not be that relevant to secondary school students who spend majority of their time in school</li> <li>-Students might find the suggested actions impractical / not feasible eg. Do they need to time themselves showering?</li> </ul>
<p>RP3: suggest and explain two ways in which the poster could be used to further raise awareness about water conservation with the target audience</p>	<ol style="list-style-type: none"> <li>1. Use the digitalized poster on social media account of HPB or various secondary schools with links given: easier and faster, especially for teenagers who are frequently seen on their phones. They may immediately click on the links to find out more about water conservation instead of having to type out the link</li> <li>2. Place the posters in each classroom’s noticeboard. Students have no choice but to look at it</li> <li>3. Show the poster during school assembly talks organized by HPB</li> <li>4. Place the poster at areas where students use water to remind them to save water eg. Toilet sink, toilet doors, canteen washing sinks</li> <li>5. Use it during CCE lesson; place at bus stops outside school</li> </ol>

## Suggested Answers (Section B: Essay)

1. Competition rather than cooperation is more important to sport. Do you agree?

### Key terms

**More** – comparative term

**Competition** – a situation in which someone is trying to win something or be more successful than someone else. In the context of the question, it is to win in a sports contest; to emerge victorious against your opponent; to win First place

**Cooperation** – working together with someone or doing what they ask you. In the context of the question, it is to have teamwork / sportsmanship, where one work with their teammates or help one another in a sport activity / event to achieve their goals, instead of competing

Approach (recreational, experience, fun, spirit of sport, indiv VS team sports; Olympic values, \$, e-sports)

This is an argumentative question that should focus solely on sport.

### Discussion

- Competition is more important than cooperation to sport as the element of competition is an impetus for athletes to enhance their performance
  - ➔ Without the focus and determination to beat an opponent in a competition, one may lack the drive to work hard and improve one's performance in a sport. This strong competitive spirit could encourage one to train more to beat their personal bests while comparing themselves to other athletes.
  - ➔ Most of the time, one would put in more effort when the stakes are higher (competition). With greater effort in sport comes greater improvement in a variety of different areas like skills, fitness, and potentially awards.
  - ➔ Most of the time, individual sports exclusively require athletes to outperform others during practice or tournaments. Eg. A swimmer does not explicitly rely on the cooperative action of another athlete that would enable him or her to perform the task (e.g., to perform freestyle movements), while no cooperative behavior within the team is required during the competition. Individual athletes have their own goal to perform well in their respective sports, and they are able to do this without any behavioral interactions / cooperation with their teammates.
  - ➔ Having to cooperate with others could take the athlete's focus away from performing well and instead, they would have to build rapport and form relationships with other athletes which would take time away from their individual trainings
  
- Competition is more important than cooperation to sport as doing well in a competition could boost an athlete's self-confidence
  - ➔ With enticing awards for those who win a sport competition, competition is more important than cooperation. When one wins a sport competition, it would naturally boost one's self-confidence, as it represents an accomplishment – triumphing over one's opponent after months and years of hard work and time spent training

- ➔ The glory of winning in an international sport competition eg. Olympics: brings national pride. Seeing supporters cheering for you and celebrating one's achievements.
- ➔ In a 2012 survey by BBC Global Poll, 86% of Filipinos, 84% of Turks and 83% of Indonesians asked said the way their country performs at the Olympics affects their national pride "a lot". An Olympic medal not only rewards an athlete's hard work but naturally a nation, helping the nation pride itself on its talented athletes and for contributing to the success of these athletes. Some countries also gave monetary rewards to their athletes for doing well in sport competition eg. Singaporean athletes awarded \$1m for Gold Olympic medal. With all these celebration and awards, it will naturally enhances athlete's self-esteem.
- Cooperation is more important than competition to sport as athletes need to work with others to hone their skills
  - ➔ Before an athlete could even compete in a sport competition, they have to cooperate with other athletes to hone their skills first
  - ➔ Athletes are usually situated in social environments when training for tournaments or matches, in preparation for the competition. During these training sessions, for team sports such as soccer, the team members have to rely on each other, share strategies and communicate with each other to work on the team's strengths. Not only do they have to cooperate with their team members, but athletes also have to work with their coaches who will share strategies and advice with them, as well as give them feedback and specific areas of improvement. Without cooperation, and with tension and conflict possibly, athletes would not even be able to compete and achieve their goals of winning
- Cooperation is more important than competition to sport to achieve success
  - ➔ Team sports are one of the best examples to showcase the need for teamwork to achieve success. Working together towards a common goal is one of the most effective ways to grow camaraderie and friendship. It is this shared experience and emotion that builds loyalty and trust within a team and ensure success when competing against others
  - ➔ Team athletes also have to continually cooperate with their teammates during the performance in order to accomplish the task, improve as a team and to win against other teams. Cooperation in this sense not only means having a joint goal; it also includes behavioral interdependence (i.e., showing behavior that enables other athletes to perform well, e.g., passing the ball that allows a teammate to score a goal)
- For one to truly appreciate sport, cooperation is more important than competition, as the element of stress is removed, making one enjoy the sport.
  - ➔ Sport should be enjoyed by people of all ages. Recreational sport for example basketball is a way for people to stay active, have fun together and develop their social network.
  - ➔ One of the best things that can come out of playing sports is the relationships build with their peers. Sports build relationships, giving one the opportunity to spend time with their friends, bond over their experiences, and work hard together.
  - ➔ When one plays sports with others, it can reduce the levels of stress hormones in one's body and trigger the release of brain chemicals like endorphins which will naturally lift one's mood, to make you feel happier and more relaxed, thus enjoying the sport more.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6848264/>

[http://www.collegiatetimes.com/opinion/more-than-a-participation-trophy-the-importance-of-competition-in-sports/article\\_374b3654-028f-11e7-93e5-1b276e3c5346.html](http://www.collegiatetimes.com/opinion/more-than-a-participation-trophy-the-importance-of-competition-in-sports/article_374b3654-028f-11e7-93e5-1b276e3c5346.html)

2. The only effective way to encourage people to make healthy food choices is through education. Do you agree?

### Key terms

**Effective** – successful in producing a desired or intended result

**Education** – to provide information or give instructions

### Approach

This is an absolute question but with some room for agreement if you so choose. Whichever stand you choose, there should be some exploration at both ends, at least to acknowledge conventional thought.

### Discussion

- ➔ Through education: Public awareness campaign raises awareness of making healthy food choices to the public by providing basic facts and information
  - Eg. Health Promotion Board in Singapore introduces My Healthy Plate to inculcate healthy eating habits amongst Singaporeans, which in turn can help them better manage their weight and ward off chronic diseases.
  - To help Singaporeans remember and practise healthy habits, HPB designed My Healthy Plate to provide a simple visual representation of what a healthy meal may look like. By using My Healthy Plate, Singaporeans are reminded to adopt healthy eating habits such as choosing water over sweetened beverages which are a source of empty calories or, in other words, calories with little nutritive value.
  - May not be that effective as it depends on consumers' choice. They may be aware of healthy eating yet still not make the decision to eat healthily or change their eating habits. (Is it ever enough for people to simply know more about something?)
  - Making the public aware of healthy eating is a critical step to encouraging them to make healthy food choices but it has to be paired with other government initiatives for it to be effective
  
- ➔ Implementing public policies: To set nutrition criteria for food served and sold in public settings; increase accessibility to healthy food
  - Eg. Several countries worldwide have already taken steps to promote healthy diets in public facilities. In Brazil, the National School Feeding Programme requires 30% of the budget to be used to purchase food from family farms and requires menus to be based on fresh or minimally processed foods based on the region's sustainability, seasonality and agricultural diversification.
  - To improve the health of children, the Republic of Korea established Green Food Zones that regulate the food available within a 200 metre radius of schools. In these zones businesses may not sell food that falls above a set threshold for calories per serving, total sugars and saturated fats.
  - The Healthy Meals in Schools Programme encourages healthier food and beverage choices in schools. This is achieved through an integrated programme involving teachers, canteen vendors and students, where canteen vendors need to follow food service guidelines. These include: Cutting down fat, sugar and salt; Serving whole grains, fruit and vegetables. This programme aims to help students cultivate healthy eating habits right from their youth.

➔ Laws & regulations:

- Sugary beverage taxes in the US: Sugary beverage taxes aim to raise prices of certain products to reduce consumption of high-calorie, nutrition-poor beverages. Several cities and counties across the nation have imposed sugary beverage taxes aimed at improving residents' health outcomes. In Philadelphia, Pennsylvania, residents reported that their daily soda consumption decreased by 40 percent in the first two months after the soda tax went into effect. Similarly, a study conducted in Berkeley, California, found that sugary beverage consumption in low-income neighborhoods decreased by 21 percent after a tax was implemented

➔ Targeted price subsidies:

- Healthy Incentives Pilot (US): 30% rebates (up to \$60 per household per month) to Supplemental Nutrition Assistance Program (SNAP) participants when purchasing fruits and vegetables at supermarkets, groceries, convenience stores and farmers markets. Rebates were deposited to electronic benefits transfer (EBT) accounts.
- Research from the University of Washington's Institute for Health Metrics and Evaluation and Tufts University found that subsidizing healthy food had a greater impact on changing consumption than taxing unhealthy food. A 10 percent decrease in the price of healthy food due to subsidies led to a 12 percent increase in the consumption of that food. In contrast, the researchers found that a 10 percent tax increase in the price of unhealthy food decreased its consumption by only 6 percent.
- In South Africa, a large subsidy programme that operates nationwide was started in 2009 by South Africa's largest health insurer. The Healthy Food programme provides a rebate of up to 25% on healthy food purchases in more than 400 designated supermarkets across South Africa.

<https://www.who.int/news/item/12-01-2021-who-urges-governments-to-promote-healthy-food-in-public-facilities>

<https://www.americanprogress.org/article/public-policies-promoting-healthy-eating-exercise/>

<https://hpb.gov.sg/schools/school-programmes/healthy-meals-in-schools-programme>

<https://www.thinkglobalhealth.org/article/encourage-healthy-eating-use-carrot-not-just-stick>

### 3. Has mass media been a boon or a bane to consumers?

#### Key terms

**Mass media:** It refers to a varied range of media technologies that reach a large audience through mass communication. Examples include; television, radio, newspapers, magazines, motion pictures.

**Boon or bane:** Blessing (advantageous) or curse (disadvantageous)

#### Approach

This is an argumentative question which requires students to look at a broad range of mass media. They cannot just focus on social media, but also look at how other forms of media such as print, communication media and broadcasting media could improve one's life or is detrimental to consumers.

#### Discussion:

- Mass media is a boon to consumers
- ➔ Social media: Increases sense of connectedness to others thereby boosting consumers' mental health
  - Allows one to keep in touch with their friends as it is cost effective.
  - Increases self-esteem through the 'likes' given by friends on platforms such as FA
  - Increases self-esteem through the 'likes' given by friends on platforms such as Facebook
  - Participate in a social network community to meet individuals whose likes and dislikes are similar. Eg. If you are a chess aficionado, a book lover or have a particular political leaning, you can find and interact with those who share your interest.
  - Sites like Pinterest can provide information about hobbies, crafts, cooking, gardening and other do-it-yourself activities. By pinning and sharing, you can attract like-minded individuals into your circle.
- ➔ Broadcasting media: Disseminates news and information to the public, allowing us to be kept abreast of what is happening in the world.
  - News on television / radio – convey timely current affairs to the public to inform them about happenings around the world. Eg. Russo-Ukraine war; earthquake in Taiwan – people know that it is dangerous to visit those places or they can provide immediate assistance / disaster relief aid to those affected
  - Without trusted news sources, we may be less aware about current affairs
  - Broadcast media, such as radio, may also keep their audience updated on information which is relevant to them, such as traffic and weather conditions
- ➔ Broadcasting / social media: Source of entertainment to help relieve stress or to pass time
  - Being a consumer of social media can also be entertaining and fun, to enjoy seeing the lives of influencers/content creators and friends who post about their lives
  - People can share their lives and stories with their friends, as well as strangers
  - Cable TV / streaming services such as Netflix: wide variety of choices available for consumers to choose from (without being interrupted by advertisements): many genres; actors; countries. Netflix even have games for consumers to play

- Mass media is a bane to consumers
- ➔ Social media: One could be cyber-bullied online which may affect the mental well-being of a person
  - Cyberbullying on social media is linked to depression in teenagers, according to new research that analyzed multiple studies of the online phenomenon.
  - Victimization of young people online has received an increasing level of scrutiny, particularly after a series of high-profile suicides of teenagers who were reportedly bullied on various social networks. In 2013, for example, a spate of suicides was linked to the social network Ask.fm, where users can ask each other questions anonymously. The deaths of teens who had been subject to abuse on the site prompted Ask.fm (which was acquired by Ask.com in 2014) to launch new safety efforts.
- ➔ Social media: Causes one to feel lonely due to lack of face-to-face interaction
  - A study published in the American Journal of Preventive Medicine last year surveyed 7,000 19- to 32-year-olds and found that those who spend the most time on social media were twice as likely to report experiencing social isolation, which can include a lack of a sense of social belonging, engagement with others and fulfilling relationships.
  - Spending more time on social media, the researchers said, could displace face-to-face interaction, and can also make people feel excluded.
- ➔ Broadcasting media / social media: Inaccurate information / fake news could harm one's physical health
  - There are many fake and misleading news stories related to medical treatments and major diseases like cancer or diabetes. Trusting these false stories could lead one to make decisions that may be harmful to your health. Eg. The drug ivermectin, a medication used to treat parasitic infections, have been claimed to be effective in treating or preventing Covid-19.
- ➔ Print media: Lower one's self-esteem as they compare themselves to what they see
  - Women's magazines and their use of underweight and Photoshopped models have been long maligned for stirring self-esteem issues among young women. A 2016 study by researchers at Penn State University suggested that viewing other people's selfies lowered self-esteem, because users compare themselves to photos of people looking their happiest. Research from the University of Strathclyde, Ohio University and University of Iowa also found that women compare themselves negatively to selfies of other women.

[https://emergency.cdc.gov/cerc/ppt/CERC\\_Psychology\\_of\\_a\\_Crisis.pdf](https://emergency.cdc.gov/cerc/ppt/CERC_Psychology_of_a_Crisis.pdf)

<https://www.eastasiaforum.org/2020/03/06/singapores-fight-against-the-coronavirus-on-social-media/>

<https://reliefweb.int/sites/reliefweb.int/files/resources/Social%20Media%20Use%20during%20Disasters.pdf>

#### 4. What can be done to promote interest in local history in your society?

##### Key terms

**Interest:** wanting to know or learn about something

**Local history:** significant things that happened in the past; lifestyle of people in the past, historical figures

##### Approach

This is a discursive question. **Responses should suggest methods / ways to promote interest in Singapore history**, as the question specifies 'your society'.

##### Discussion:

- Popular culture (musicals): Musicals are a great way to witness a story on historical figures and events. It brings history to life onstage and engages the audience through dialogues which allow the audience to put themselves in the shoes of the historical figures and understand why certain things happened in the past. Musicals usually follow a plot or story with various characters, so it helps the audience to realise new perspectives. To some people who might not be interested in history as they might think they it is dull, musicals could engage this group of people via songs and dances, and it could be an entertaining source of history for them.
- ➔ Eg. The LKY Musical – story of Singapore's past, an inspiring tale of facing hardship head-on, overcoming seemingly insurmountable challenges, and rising from the ashes. It is one of the most successful Singaporean shows of all-time and watched by over 50,000 people during its first run in 2015.
- History festival: Bringing history to life through an immersive programme of events from storytellers to performers from different walks of life. Renowned speakers and national and international historians could come together to deliver an exciting array of live events on Singapore history and its relevance to other countries; budding writers could take part in a writing competition on Singapore history; there could be partnership with Asian Civilisation Museum for the installation of artwork or free special exhibitions on Singapore history during this festival with guided tours; tours to significant places of interest in Singapore's history such as Chinatown, Merlion Park. To engage young Singaporeans, schools could bring participate in these festivals by going on learning journeys to the places of interest or have students take part in the writing competition.
- ➔ Eg. Singapore Heritage Festival – Aim to bring heritage alive and allow festivalgoers to uncover Singapore's history in refreshing ways. For instance, food trail to Kampong Glam; visit City Sprouts to reignite the kampong spirit with one's family and friends, come close to nature, forage for edible plants, spot the kampong chickens running around, play fun traditional games, and enjoy snacks like kueh-kueh and kacang puteh or quench your thirst with the all-time favourite coconut.
- Social media campaign: Local museums could create a social media presence to complement museum's programme. It can help to build visitor numbers and work to break the fourth wall of an exhibit. Visitors can offer feedback, ask questions and react to exhibitions and pieces in real time. Social media followers have the chance to actively participate in conversations with the museum on platforms such as Facebook, Twitter and Instagram.



Instead of only seeing glossy images of completed exhibitions, social media gives people online the chance to get behind the scenes. Sharing internal museum secrets with the public has emerged as a handy tool in piquing public interest and cultivating a legion of loyal followers. People are not only interested in seeing the perfect end result, but they want to get a sense of how things are made.

- ➔ Eg. A well-used example of this is time-lapse videos of installations being built. Witnessing the before, the during and the after – in the form of a stunning end result – adds to the sense of appreciation that visitors feel when they pay a visit.
- ➔ Eg. To mark the anniversary of a historical event, there could be a social media campaign centred around the hashtag eg. #JapaneseOccupation. With creative historic storytelling, various Singapore war heroes could be “brought to life” through social media, sharing their experiences during the occupation and even taking over the social media account for the day, replying to comments and posting photos from “their eyes”. This example actually happened in London where a historical figure, Anne Boyle, took over the Historic Royal Palace’s Facebook page and went live. The stream gained 183,000 views, reaching 162,000 people from across the world. The social media campaign was wrapped up with a strong call to action where people were encouraged to find out what happened next by going to the official website and booking tickets to come and see the play for themselves.

<https://www.museumnext.com/article/social-media-heritage/>

<https://www.sgheritagefest.gov.sg/about-us>

<https://chelseahistoryfestival.com/>

<https://www.museumnext.com/article/social-media-heritage/>